**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

**IV SEMESTER - BA/BCOM/BSC/BBA/BVOC**

**END SEMESTER EXAMINATION: April 2024**

**(Examination conducted in May / June 2024)**

**JNIOE 04 - GOOD TRIPS: PODCASTING SKILLS FOR TRAVEL WRITING**

**(For current batch students only)**

**Time: 2 Hours Max. Marks: 60**

**Instructions :**

1. **This paper is for students of IV Semester choosing the Open Elective on Good Trips: Podcasting Skills for Travel Writing.**
2. **This paper contains THREE printed pages and THREE parts.**
3. **You are allowed to carry a dictionary.**
4. **Adhere to the prescribed word counts**

I. **Read the extract from an article by Garima Verma from the Economic Times and answer the questions that follow:**

India’s growing middle class is set to be in the pilot’s seat, steering change in the way it travels. Globally, the middle class is already the largest spender. India is expected to become the fourth largest global spender on travel by 2030, and by then the middle class, with increased purchasing power, will make 47% of its population, say reports by Booking.com-McKinsey & Company.

India’s youth will be another factor that will make the country irresistible for global tourism players. India’s median age is 28.2 years, more than 10 years younger than that of major economies. According to the UN World Tourism Organization, India is one of the top three fastest growing outbound tourism markets.

PROXIMITY MATTERS

Flight fare, food and local experiences are all factors that Indian travellers consider while choosing a destination, but distance pips them all. Seventy percent of travellers choose nearby destinations, with the Middle East accounting for one-third, says a McKinsey report, “From India to the World: Unleashing the Potential of India’s Tourists”, released in November last year.

The UAE has been leading the charts for the last couple of decades says Rajesh Magow, group CEO of MakeMyTrip: “The most popular outbound destinations remain largely unchanged in 2023, with the UAE, Thailand, Singapore, Indonesia, Maldives, Hong Kong, US, Nepal, UK, Canada and Vietnam leading the chart. We don’t expect the top outbound destinations to change dramatically in 2024, though the order of preference may change.”

About 40% of Indian travellers used the screen—films, TV and OTT—as travel inspiration, Skyscanner noted a 23% month-on-month rise in Paris searches after the release of Emily in Paris, season 3, in December 2022.

FLIGHTS OF FANCY

Indigo had the biggest market share of India’s international passenger traffic (15.7%) in 2022-23, followed by Air India (12.4%). Says Vinay Malhotra, head of global sales, Indigo: “In the last year or so, we have grown our international network in addition to building strong codeshare partnerships with leading overseas carriers to provide seamless connectivity.” At the Skytrax World Airline Awards 2023, Indigo was third among the World’s Best Low-Cost Airlines.

Malhotra says IndiGo is “aiming to double our size by the end of 2030”. It operates over 2,000 daily flights now, serving 86 domestic and 32 international destinations. “We are also planning to introduce flights to Bali in Indonesia and Medina in Saudi Arabia in the next fiscal year,” he says.

The Indian travellers, who are on a budget, are no longer trying to save every penny, but are willing to spend a few more for extra comfort. Skyscanner’s Travel Trends 2024 report says this year shall see a lot more cabin upgrades. While 37% of Indian travellers would go for business or first-class bookings, 44% would plan to start their vacation on the right note by buying airport lounge passes.

**IA. Answer ANY THREE OF the questions that follow in about FIVE to EIGHT sentences. (3x5 =15 marks)**

1. Using your personal experience, comment on the statement, “Flight fare, food and local experiences are all factors that Indian travellers consider while choosing a destination, but distance pips them all.”
2. Rajesh Magow lists about a dozen preferred destinations. Which one would you like to visit over the semester holidays and why?
3. Have you travelled on your own? What were the highlights of the experience?
4. “Indian travellers are no longer trying to save every penny, but are willing to spend a few more for extra comfort.” When you travel, what takes precedence, the budget or comfort?

**II. Answer the questions that follow in 150 - 200 words. (3x10=30 marks)**

1. The article focuses on air travel but only 3% of the country's population flies on a regular basis. This then suggests other modes of transport. How does land transport shape one’s perception of places visited? Does it counter mainstream travel narratives?
2. In recent years, the country has channelled more finances into premium travel options, be it airports in smaller cities, superfast express trains or volvo buses. Do you think this development puts people from low income communities at a disadvantage, and denies them a chance to travel? Give reasons for your answer.
3. “Indian travellers used the screen—films, TV and OTT—as travel inspiration” Have you ever been inspired to visit a destination as a result of what you watched or listened to? What about the media impressed you the most?

III. **Answer the question that follows in 250 - 300 words. (3x15=30 marks)**

1. Write the script for a podcast where you speak about
	1. Travelling to eat a particular dish or two

OR

* 1. Travelling to visit a historical place.

End the podcast wishing your listeners safe travels using the lines, “May the wind be always at your back. May the sun shine warm upon your face; And until we meet again, Bon voyage and God Bless.”

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